

Rep Order# 6837952 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 105002

Last Received: 08/28/2012 11:23 AM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) OBAMA FOR AMERICA  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC=\*

| LT | Ln | Day    | Time      | Program                  | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|--------|-----------|--------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | 1  | TU-F,M | 5A-6A     | WAKE UP WITH THE WAGNERS | :30 | \$185.00   | 09/04-09/10 | 5          | 1          | 5           | \$925.00   |         |
|    | 2  | TU-F,M | 6A-7A     | WAKE UP WITH THE WAGNERS | :30 | \$450.00   | 09/04-09/10 | 5          | 1          | 5           | \$2,250.00 |         |
|    | 3  | TU-F,M | 7A-9A     | TODAY SHOW               | :30 | \$550.00   | 09/04-09/10 | 5          | 1          | 5           | \$2,750.00 |         |
|    | 4  | SA     | 6A-7A     | NEWS 3 AT SUNRISE        | :30 | \$125.00   | 09/08-09/08 | 1          | 1          | 1           | \$125.00   |         |
|    | 5  | SA     | 7A-8A     | SATURDAY TODAY           | :30 | \$150.00   | 09/08-09/08 | 1          | 1          | 1           | \$150.00   |         |
|    | 6  | SU     | 6A-7A     | NEWS 3 AT SUNRISE        | :30 | \$90.00    | 09/09-09/09 | 1          | 1          | 1           | \$90.00    |         |
|    | 7  | SU     | 7A-8A     | TODAY ON SUNDAY          | :30 | \$150.00   | 09/09-09/09 | 1          | 1          | 1           | \$150.00   |         |
|    | 8  | SU     | 8A-9A     | MEET THE PRESS           | :30 | \$1,300.00 | 09/09-09/09 | 1          | 1          | 1           | \$1,300.00 |         |
|    | 9  | SU     | 9A-930A   | NEWS 3 TODAY/WKEND       | :30 | \$125.00   | 09/09-09/09 | 1          | 1          | 1           | \$125.00   |         |
|    | 10 | SU     | 930A-10A  | CHRIS MATTHEWS SHOW      | :30 | \$135.00   | 09/09-09/09 | 1          | 1          | 1           | \$135.00   |         |
|    | 11 | TU-F,M | 9A-10A    | TODAY SHOW II            | :30 | \$200.00   | 09/04-09/10 | 5          | 1          | 5           | \$1,000.00 |         |
|    | 12 | TU-F,M | 10A-11A   | TODAY SHOW III           | :30 | \$200.00   | 09/04-09/10 | 5          | 1          | 5           | \$1,000.00 |         |
|    | 13 | TU-F,M | 11A-12P   | RACHEL RAY               | :30 | \$200.00   | 09/04-09/10 | 5          | 1          | 5           | \$1,000.00 |         |
|    | 14 | TU-F,M | 12P-1230P | NEWS 3 AT NOON           | :30 | \$175.00   | 09/04-09/10 | 5          | 1          | 5           | \$875.00   |         |

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|----|----|--------|-----------|-----------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | 15 | TU-F,M | 1230P-1P  | NEWS 4: THE AGENDA          | :30 | \$100.00   | 09/04-09/10 | 5          | 1          | 5           | \$500.00   |         |
|    | 16 | TU-F,M | 1P-2P     | DAYS OF OUR LIVES           | :30 | \$200.00   | 09/04-09/10 | 5          | 1          | 5           | \$1,000.00 |         |
|    | 17 | TU-F,M | 2P-3P     | THE DOCTORS                 | :30 | \$85.00    | 09/04-09/10 | 5          | 1          | 5           | \$425.00   |         |
|    | 18 | TU-F,M | 3P-4P     | DR. PHIL                    | :30 | \$150.00   | 09/04-09/10 | 5          | 1          | 5           | \$750.00   |         |
|    | 20 | TU-F,M | 4P-430P   | FIRST NEWS 3 AT FOUR        | :30 | \$225.00   | 09/04-09/10 | 5          | 1          | 5           | \$1,125.00 |         |
|    | 21 | TU-F,M | 430P-5P   | NEWS 4 AT 430P              | :30 | \$300.00   | 09/04-09/10 | 5          | 1          | 5           | \$1,500.00 |         |
|    | 22 | TU-F,M | 5P-630P   | EARLY NEWS                  | :30 | \$375.00   | 09/04-09/10 | 5          | 1          | 5           | \$1,875.00 |         |
|    | 23 | SA     | 5P-630P   | KSNV EARLY NEWS             | :30 | \$150.00   | 09/08-09/08 | 1          | 1          | 1           | \$150.00   |         |
|    | 24 | SU     | 830P-930P | NEWS 3 LIVE (FOLLOWING NFL) | :30 | \$450.00   | 09/09-09/09 | 1          | 1          | 1           | \$450.00   |         |
|    | 25 | TU-F,M | 630P-7P   | JEOPARDY                    | :30 | \$725.00   | 09/04-09/10 | 5          | 1          | 5           | \$3,625.00 |         |
|    | 26 | TU-F,M | 7P-730P   | WHEEL OF FORTUNE            | :30 | \$230.00   | 09/04-09/10 | 0          | 0          | 0           | \$0.00     |         |
|    | 27 | TU-F,M | 730P-8P   | FACE TO FACE W/ JON RALSTON | :30 | \$125.00   | 09/04-09/10 | 0          | 0          | 0           | \$0.00     |         |
|    | 28 | SA     | 630P-7P   | JEOPARDY                    | :30 | \$150.00   | 09/08-09/08 | 1          | 1          | 1           | \$150.00   |         |
|    | 29 | SA     | 7P-730P   | WHEEL OF FORTUNE            | :30 | \$150.00   | 09/08-09/08 | 1          | 1          | 1           | \$150.00   |         |
|    | 30 | SA     | 730P-8P   | TO THE POINT OR VEGAS INC   | :30 | \$100.00   | 09/08-09/08 | 1          | 1          | 1           | \$100.00   |         |
|    | 31 | M      | 8P-9P     | AGT                         | :30 | \$1,100.00 | 09/10-09/10 | 1          | 1          | 1           | \$1,100.00 |         |

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|    | 37 | W      | 530P-830P   | NFL OPENING GAME DALLAS @ NY GIANT | :30 | \$4,000.00 | 09/05-09/05 | 1          | 1          | 1           | \$4,000.00 |         |
|    | 41 | SA     | 9P-10P      | CRIME TIME ENCORE                  | :30 | \$400.00   | 09/08-09/08 | 1          | 1          | 1           | \$400.00   |         |
|    | 43 | SU     | 4P-515P     | FOOTBALL NIGHT IN AMERICA          | :30 | \$600.00   | 09/09-09/09 | 1          | 1          | 1           | \$600.00   |         |
|    | 44 | SU     | 530P-830P   | SUN NT FB: PIT @ DEN               | :30 | \$4,000.00 | 09/09-09/09 | 1          | 1          | 1           | \$4,000.00 |         |
|    | 48 | SU     | 10P-11P     | LAW & ORDER AFTER NFL              | :30 | \$350.00   | 09/09-09/09 | 1          | 1          | 1           | \$350.00   |         |
|    | 49 | TU-F,M | 11P-1135P   | NEWS 3 NIGHTSIDE                   | :30 | \$400.00   | 09/04-09/10 | 5          | 1          | 5           | \$2,000.00 |         |
|    | 50 | SA     | 11P-1135P   | NEWS 3 NIGHTSIDE                   | :30 | \$225.00   | 09/08-09/08 | 1          | 1          | 1           | \$225.00   |         |
|    | 51 | SU     | 11P-1135P   | NEWS 3 NIGHTSIDE                   | :30 | \$225.00   | 09/09-09/09 | 1          | 1          | 1           | \$225.00   |         |
|    | 52 | TU-F,M | 1135P-1235A | TONIGHT SHOW W/ JAY LENO           | :30 | \$250.00   | 09/04-09/10 | 5          | 1          | 5           | \$1,250.00 |         |
|    | 53 | TU-F,M | 1235A-135A  | LATE NIGHT W/JIMMY FALLON          | :30 | \$100.00   | 09/04-09/10 | 5          | 1          | 5           | \$500.00   |         |
|    | 54 | SA     | 1130P-1A    | SATURDAY NIGHT LIVE                | :30 | \$400.00   | 09/08-09/08 | 1          | 1          | 1           | \$400.00   |         |

---REPORT TOTALS---

Report Totals: 111 / \$38,725.00

---SALES MONTHLY TOTALS---

Sep 12: 111 / \$38,725.00  
Sales Totals: 111 / \$38,725.00

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Station Totals: 111 / \$38,725.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |      |     |      |    |      |    |      |     |      |     |
|---------------|-----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$129,083 | CATV | 0%  | KBLR | 0% | KINC | 0% | KLAS | 26% | KSNV | 30% |
|               |           | RTNV | 19% | KTUD | 1% | KVCW | 2% | KVMY | 2%  | KVVU | 20% |
|               |           | XXXX | 0%  |      |    |      |    |      |     |      |     |

---COMPETITIVE COMMENTS---

EST SHARES FOR SEVERAL ORDERS

Books NOV12  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---  
CASH IN ADVANCE